

**Subject:** Letter from Martha Saucedo, CCA Board Chair  
**From:** "Central City Association" <jdanganan@ccala.org>  
**Date:** 10/24/2016 11:39 PM  
**To:** "Julia Marino" <jmarino@downtownla.com>

ANNOUNCEMENT: CCA's New President and CEO

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## Dear CCA Members,

It gives me great pleasure to announce that the Central City Association (CCA) Board of Directors has unanimously selected Jessica Lall to serve as our new President and CEO.

Jessica Lall named new CCA President and CEO

In selecting Jessica, we believe her experience, passion and collaborative

approach in advocating for business will lead us into the future. The board conducted an extensive search and determined that Jessica was the best possible choice to lead CCA. As the current Executive Director of the South Park Business Improvement District (BID), an award-winning BID in Downtown L.A., Jessica represents property owners of a rapidly growing 52-block neighborhood with a thriving residential and business community that includes L.A. LIVE and the Los Angeles Convention Center.

Through her role at the South Park BID Jessica has served as a strong advocate for the business community and has implemented a nationally lauded public art initiative as well as several other innovative programs resulting in a vibrant, sustainable community. Jessica is also active in the local community. She serves on the Board of Directors for Metro Charter Elementary School, Coro Southern California, and the California Downtown Association. In addition, she is a University of Southern California Unruh Institute Fellow, and a member of the LA5 Rotary Club, Urban Land Institute and Downtown Breakfast Club.

Jessica will officially start on January 3, 2017 but will be participating in CCA's

activities and events prior to her official start day. As I look to the future, I am excited to build on the ever evolving Downtown renaissance and look forward to working in partnership with you to develop a vibrant City center.

I look forward to introducing Jessica to you in her new capacity and hope that you will join me in welcoming her to CCA.

Sincerely,  
Martha Saucedo  
CCA Board Chair

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